



# Mexico Market Profile

This summary provides the most up-to-date data available on Mexico as it relates to their people and economy, travel related motivations and planning behavior and Mexican visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

### POPULATION:

121 million

### INFLATION RATE:

4%

### EXCHANGE RATES (MXN PER USD):

13.14

### GROSS DOMESTIC PRODUCT (GDP):

\$2.14 trillion (2.1% annual growth rate)

### EXPORTS:

\$406 billion

### UNEMPLOYMENT RATE:

4.8%

Source:  
The World Fact Book, reporting 2014 data

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

**46%** Shopping

**44%** Visiting friends/ relatives

**44%** Urban attractions



### Source used in Destination selection for last leisure trip

**54%** Recommendation from family & friends

**54%** Websites via computer

**24%** Websites or applications via tablet

**23%** Online advertising/email via mobile



### Advance Decision Time

**29%** Less than a month

**23%** 1 to 2 months

**24%** 3 to 5 months

**19%** 6 to 12 months

**4%** More than 1 year



### Likelihood to Travel to USA

**52%** In the next six months

**21%** 6-12 months

**11%** 1-2 years

**6%** 2-5 years from now

**7%** Maybe some time in the distant future

**4%** Not likely to ever visit



### Expected Travel Party Size (next trip)

**22%** 1 person

**31%** 2 people

**18%** 3 people

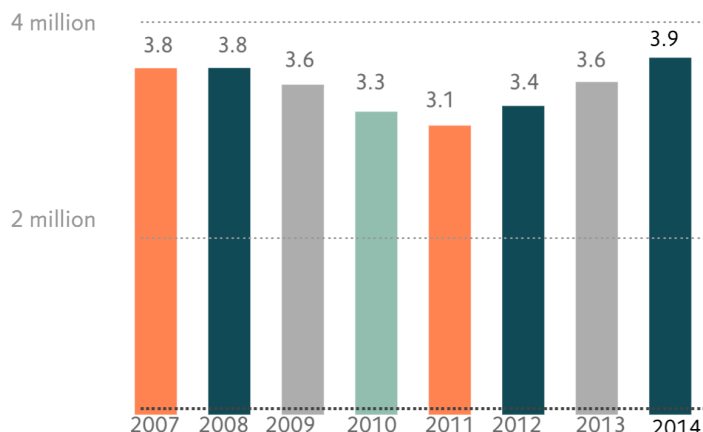
**29%** 4+

Source:  
Brand USA

# MEXICAN OVERNIGHT VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Major Contribution of AZ Overnight Mexican Visitors

16 percent of all Mexican Visitors stay overnight

\$839 party spending per trip, accounting for 66 percent of AZ visitor expenditures



## Reason for Trip

**84%** Leisure

**75%** Shopping

**8%** Visit Friends/Relatives

**1%** Other Leisure

**16%** Business



## % of Visitors who stayed Overnight by AZ Destination

**99%** Metro Phoenix

**88%** Metro Tucson

**13%** Yuma

**5%** San Luis

**4%** Douglas

**4%** Nogalas



## Accommodations

**61%** Hotel

**39%** Private Home



## Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2014 with 21% of total International Travel Spending in Arizona.



## % of Visitors who stayed Overnight by Mode of Transportation

**99%** Air

**19%** Motor Vehicle

**12%** Pedestrian



## Nights in Arizona

**14%** 1 Night

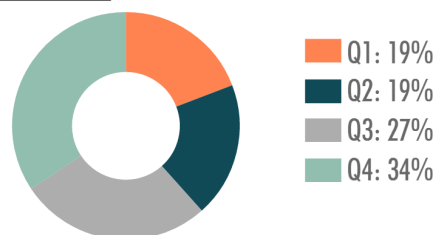
**26%** 2 Nights

**35%** 3 Nights

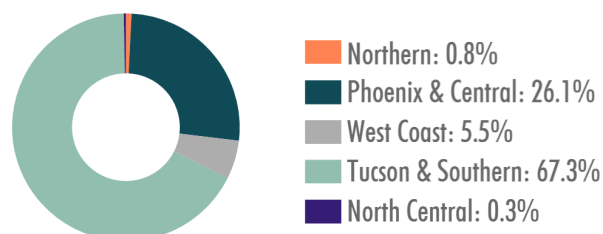
**17%** 4 Nights

**8%** 5+ Nights

## By Quarter



## By Arizona Region



Source:  
Tourism Economics, reporting 2010-2014 data  
VisaVUE Travel, reporting 2014 data  
2007 Mexican Visitor Study - University of Arizona